

Ad Copy & Creative Variations

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Generates multiple ad copy variations and creative angles for a product and platform, structured for testing (hooks, bodies, CTAs). Use it to feed a testing plan. For the plan itself use the Meta or Google Ads Plan.

Purpose of this tool & output

Generate ad copy and creative angles to test

How the output is used

Use it to generate ad copy and creative angles to test — multiple variations so you can find what actually performs.

Important cautions

Substantiate claims; comply with ASCI and platform ad policies.

Companion documents

- Digital Marketing Strategy
- Google Ads Campaign Plan
- Meta Ads Campaign Plan
- Paid Media Performance Audit
- Landing Page Copywriter
- Conversion (CRO) Audit

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